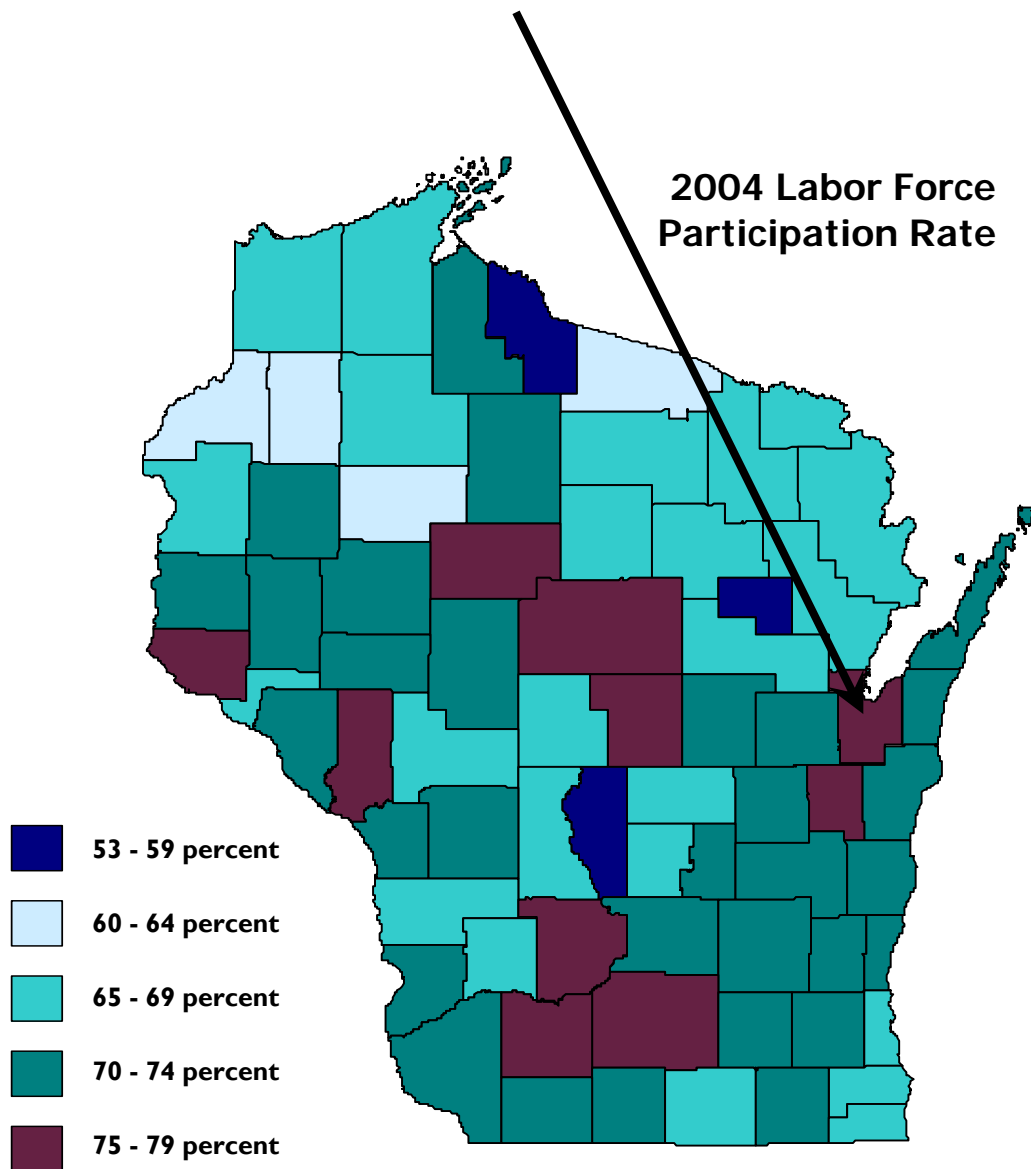


Brown County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

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County Population and Labor Force

Population growth in Brown County continues to grow at a much faster pace than the State of Wisconsin and the United States. The growth rate for the county has exceeded the state for several decades. Although the growth rate for the County exceeded the nation's rate during the first five years of this decade, the projected growth rate for the county between 2000 and 2020 will be slightly less than the nation. Between 2000 and 2005 the county has added 13,746 residents to its population base.

The percent of the population aged 16 and over that is currently in the labor force is 75.5 percent. This is well above the statewide average of 70.8 percent. This average fluctuates on a monthly and annual basis depending on where we are in the economic cycle during the year as well as how the overall economy is doing. The participation rate in Wisconsin and Brown County are generally well above the national average, which is currently 65.4 percent. Wisconsin's labor force participation rate is usually in the top five nationally. One disadvantage to a high participation rate is that it restricts future job growth for the region. The question is how to create more jobs, without a pool of available workers.

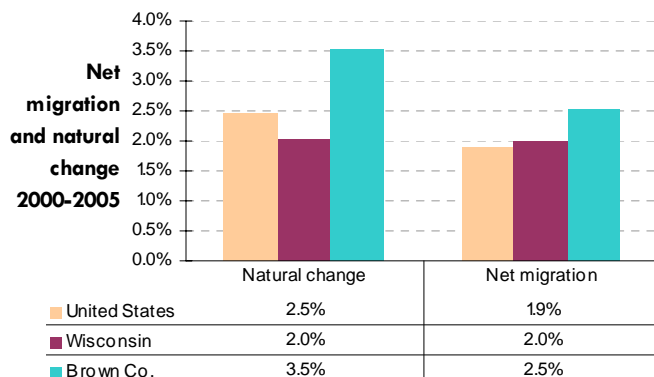
The make-up of the county's population by age group is different than the state and nation as well. The percentage of the youngest group (those 16 to 24 years old) is above the state and nation, while the group over 60 years is below the statewide and national average. This will have an ongoing

Five largest municipalities in Brown County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Brown County	226,658	240,404	13,746	6.1%
Green Bay, City	102,767	104,070	1,303	1.3%
De Pere, City	20,559	22,310	1,751	8.5%
Ashwaubenon, Village	17,634	17,626	-8	0.0%
Howard, Village*	13,546	15,475	1,929	14.2%
Allouez, Village	15,443	15,405	-38	-0.2%

*Brown County portion only

Source: Wis. Dept. of Administration, Demographic Services, August 2005



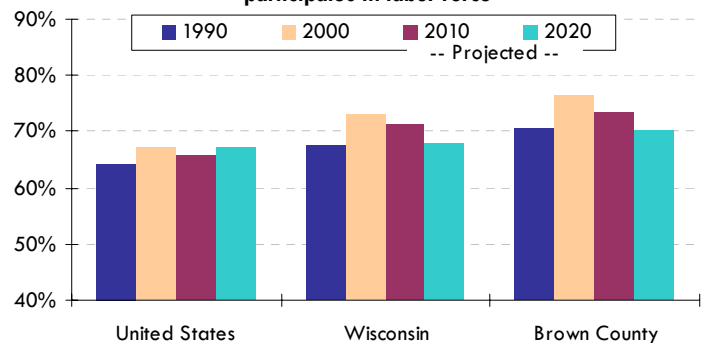
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Population and Labor Force

	United States	Wisconsin	Brown County
Total population in 2000	281,424,602	5,363,715	226,658
Population est. Jan. 1, 2005	295,160,302	5,580,757	240,404
Change	13,735,700	217,042	13,746
% change	4.9%	4.0%	6.1%
2005 Labor force population*	224,837,000	4,339,938	184,697
Share of total population	76.2%	78%	76.8%
Labor force	147,125,000	3,071,179	139,419
Labor force participation rate	65.4%	70.8%	75.5%
2005 Population 16 yrs. & over	228,621,674	4,417,313	187,484
16-24 yrs old	37,489,370	743,764	32,211
Share of population 16+ yrs	16.4%	16.8%	17.2%
25-59 yrs old	142,248,896	2,708,865	120,397
Share of population 16+ yrs	62.2%	61.3%	64.2%
60 yrs and older	48,883,408	964,684	34,877
Share of population 16+ yrs	21.4%	21.8%	18.6%
Projected population: 2020	335,804,546	6,110,878	269,812
Population 16 yrs. & over	264,085,104	4,869,573	212,894
16-24 yrs old	37,918,865	681,586	31,849
Share of population 16+ yrs	14.4%	14.0%	15.0%
25-59 yrs old	150,678,402	2,756,884	126,254
Share of population 16+ yrs	57.1%	56.6%	59.3%
60 yrs and older	75,487,837	1,431,103	54,791
Share of population 16+ yrs	28.6%	29.4%	25.7%

* civilian population 16 yrs. and older not in an institution

Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

impact on economic development as the area will continue to have a greater share of young workers entering the labor force to replace retirees than the state and nation. The area will also have a higher percentage of middle aged workers than the state and nation in 2020.

Revised Labor Force

The county's labor force had its largest increase of workers between 1993 and 1994 when it increased by just over 5,100 workers. This occurred during the period right after the recession of 1991 when the economy was growing rapidly. The county's unemployment rate was also on a decline at the time, reaching 2.3 percent in 1999, just prior to the most recent recessionary period in 2001. In 2002, the county's labor force decreased and but has subsequently recovered. Currently the labor force for the county is at 139,419, its highest level on record.

Although the recession began in 2001, the unemployment rate in the county did not peak until 2003 when it reached 5.2 percent. Since that time, the number of unemployed as well as the rate has dropped considerably.

Although the unemployment rate has moderated during the last year, the number of workers estimated to be unemployed remains above the average for the period even though the number of workers employed remains at the third highest level of the 1990 to 2004 time period. This is primarily a result of continued stability in the labor force.

Brown County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	106,467	102,398	4,069	3.8%
1991	109,486	104,356	5,130	4.7%
1992	114,253	109,307	4,946	4.3%
1993	117,922	113,071	4,851	4.1%
1994	123,043	118,264	4,779	3.9%
1995	127,402	123,286	4,116	3.2%
1996	130,876	126,824	4,052	3.1%
1997	132,694	128,699	3,995	3.0%
1998	133,285	129,762	3,523	2.6%
1999	136,499	133,330	3,169	2.3%
2000	131,498	127,777	3,721	2.8%
2001	132,977	127,743	5,234	3.9%
2002	134,486	127,750	6,736	5.0%
2003	136,981	129,825	7,156	5.2%
2004	139,419	133,124	6,295	4.5%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

The focus of this county's analysis to this point has been on quantitative changes in Brown County's population and labor force. At this point we will move to information on the quality of the county's labor force in comparison with the state and nation by age and gender.

Among the ways that experts measure the overall quality of

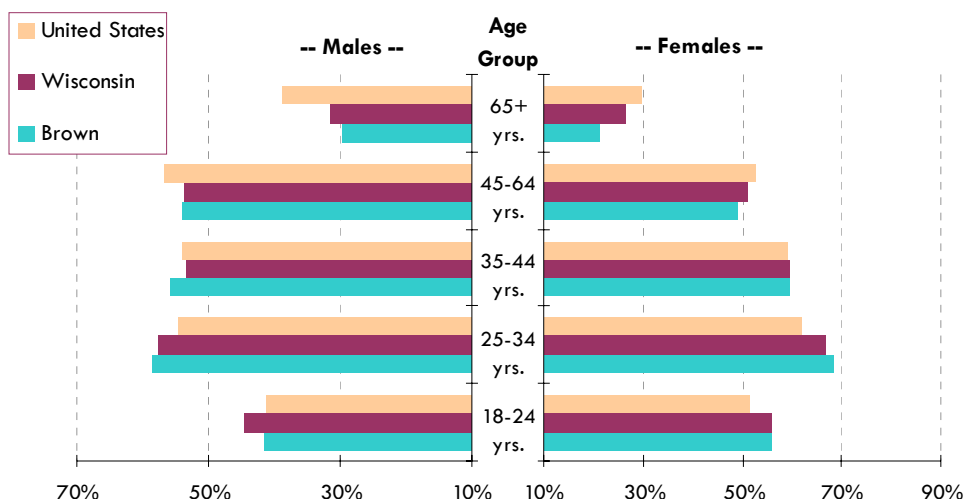
a region's skilled workforce is through an analysis of the level of education attainment among the population. An example of this type of analysis is depicted in the graph below. In reviewing this data, a number of significant trends are apparent.

The county is surpassed by the state and national averages in three of the five age levels on the male side of the graph as to

the level of post-secondary education (measured as attendance at either a technical or community college and/or four-year college or university). The reverse of this is true for females. Generally, females with post secondary education not only exceed the national average in the age groups younger than age 44, but they also exceed their male counterparts in Brown County.

The age groups age 45 and older is the reverse of the younger aged groups in the county. Here, Males generally exceed the percentage with post secondary education both statewide and on a national basis as well as their female counterparts in Brown County.

Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

Employment and Wages

Average annual wages in Brown County are slightly above the statewide average. The county's highest paid industry is financial activities which is at 97.6 percent of the statewide average. Not far behind that is the manufacturing industry which is at 95.8 percent of the statewide average. While manufacturing has a slightly lower annual average pay than the financial activities sector, the overall impact on the community is quite different due to the large number of workers in manufacturing compared to the financial sector. Total wages from manufacturing exceeded 1.12 billion dollars in 2004, nearly two and a half times that of finance. Trade, transportation, and utilities industries have both the highest number of workers, as well as providing the greatest portion of the county's total wages of any industry. The concentration of the trucking industry in Green Bay is a major factor here.

This is not to diminish the importance of the other industries in the county. It is important that an area have a wide diversity of industry to balance its needs as well as to provide buffers against the up's and down's in the national economy as well as during the annual economic cycles each industry experiences.

The leisure and hospitality industry has been growing over

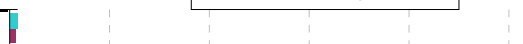









Average Annual Wage by Industry Division in 2004

	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	Brown County	Wisconsin	% change
All Industries	\$ 34,749	\$ 35,752	102.9%	3.9%
Natural resources	\$ 27,399	\$ 28,100	102.6%	6.8%
Construction	\$ 41,258	\$ 39,006	94.5%	2.2%
Manufacturing	\$ 44,145	\$ 42,271	95.8%	2.7%
Trade, Transportation, Utilities	\$ 30,088	\$ 34,257	113.9%	4.2%
Information	\$ 41,759	suppressed	Not avail	Not avail.
Financial activities	\$ 45,103	\$ 44,020	97.6%	13.1%
Professional & Business Services	\$ 39,580	\$ 37,882	95.7%	0.0%
Education & Health	\$ 36,408	\$ 37,950	104.2%	4.4%
Leisure & Hospitality	\$ 12,295	\$ 19,558	159.1%	4.4%
Other services	\$ 20,207	\$ 19,135	94.7%	2.4%
Public Administration	\$ 36,347	\$ 37,545	103.3%	1.2%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

the last several years and has added over 600 jobs in the last year. This industry includes businesses such as hotels, golf courses, theatres and other services related to tourism. It does not include retail trade which is in its own sector. Average wages in the leisure and hospitality industry are generally at the lower end of the scale among industries in Brown County due to the seasonality of the business. Many of the jobs are part time and only last part of the year. This is often true in retail trade, as well. However, this is not reflected in the table above since it is included with other industries that are less seasonal and have higher average wages.

2004 employment and wage distribution by industry in Brown County

	Employment		Total	
	Annual average	1-year change	payroll	
Natural Resources	601	-5	\$ 16,888,112	
Construction	7,903	-45	\$ 308,262,445	
Manufacturing	26,539	298	\$ 1,121,828,585	
Trade, Transportation, Utilities	33,562	440	\$ 1,149,718,518	
Information	suppressed	suppressed	suppressed	
Financial Activities	10,327	-67	\$ 454,598,673	
Professional & Business Services	14,099	769	\$ 534,098,443	
Education & Health	25,706	366	\$ 975,551,195	
Leisure & Hospitality	15,603	655	\$ 305,169,745	
Other services	4,334	-9	\$ 82,929,214	
Public Administration	4,572	25	\$ 171,657,052	
Not assigned	suppressed	suppressed	suppressed	
All Industries	145,699	2,410	\$ 5,208,966,772	

Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Employers in Brown County

Establishment	Product or Service	Size (Dec. 2004)
Green Bay Public School District	Elementary & secondary schools	1000+ employees
Georgia-Pacific Corp	Paper, except newsprint, mills	1000+ employees
Humana Insurance Co	Direct health & medical insurance carriers	1000+ employees
Saint Vincent Hospital	Gen. medical & surgical hospitals	1000+ employees
Wisconsin Public Service Corp	Fossil fuel electric power generation	1000+ employees
Bellin Memorial Hospital	Gen. medical & surgical hospitals	1000+ employees
Oneida Tribe of Indians of Wisconsin	Promoters with facilities	1000+ employees
Shopko Stores Inc	Discount department stores	1000+ employees
Schneider National Inc	Other specialized trucking, long-distance	1000+ employees
County of Brown	Executive & legislative offices, combined	1000+ employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Brown County

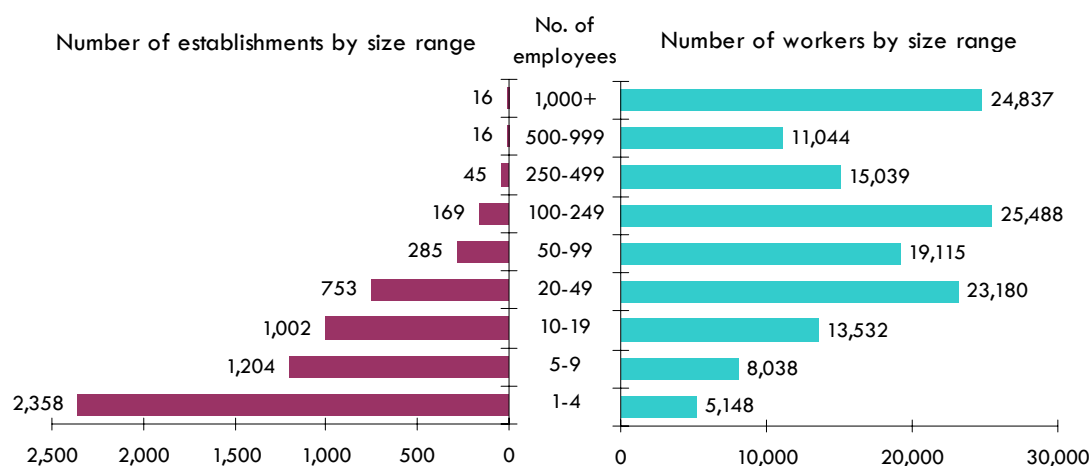
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Food services and drinking places	403	10,427	-111	1,088
Educational services	41	9,420	189	1,026
Paper manufacturing	32	7,287	-110	-484
Hospitals	6	6,759	15	1,178
Administrative and support services	249	6,620	709	1,195
Insurance carriers & related activities	154	6,433	-54	-797
Truck transportation	159	5,719	206	-70
Food manufacturing	46	5,404	70	41
Professional and technical services	416	4,938	143	220
Ambulatory health care services	270	4,906	-351	52

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

Brown County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

As mentioned on the previous page, Brown County has a great deal of diversity in its industry base. This is reflected in the ten largest employers in the county. There is very little duplication of types in the top ten employers or the largest industry groups in Brown County. It should be noted that most of the ten largest employers are also part of the ten largest industries in the county.

It is not unusual that government services such as county government or school districts are a part of the ten largest employers group. These employers are limited in number and provide services to large sectors of the population and therefore tend to have a concentrated number of workers. This coincides with the second largest industry group, educational services, which includes both the public sector educational facilities as well as private institutions. The Oneida Tribe includes both the gaming, restaurant and lodging facilities

The graph on the bottom of this page indicates that the majority (78 percent) of the county's employers are small with less than 20 employees. However they provide only 18 percent of the jobs. The majority of those employed, are employed by mid to large employers with at least 100 employees. This group makes up 4 percent of the employers, but 52 percent of the jobs.

Per Capita Personal Income

One other aspect of looking at the economy of a county is the per capita personal income (PCPI) in the county. Because the income is derived from all sources, it tells more than just what the wages or types of jobs are available. The latest PCPI available is for the year 2003. PCPI in Brown County was \$32,076. The county's PCPI ranks 5th highest of the state's 72 counties and is \$1,391 above the statewide PCPI and \$604 above the nation.

PCPI is defined as total personal income divided by the total population. The majority of total personal income, though not exclusive to this list, is made up of wage and salary earnings, dividends from holdings, accrued interest, rental property income, retirement benefits, social security and other government transfer payments.

The high ranking of Brown County is influenced in part by having an average wage that is above the state average. Another influence is the fact that the county is also a metropolitan area — generally wages and income are higher in metropolitan areas. Although total per capita income is influenced by sources other than wages.

Wages make up just under 72 percent of the county's total income compared to the state average of 69.9 percent. This is consistent with wages being higher in the county, a higher participation rate, and a lower percentage of the population above age 60.

A county with a lower portion of its population at retirement age, and a higher percentage of the county's population in the labor force than the state, relies more heavily on a higher percentage

of personal income being derived from wages rather than other sources. Counties with a higher percentage of older residents generally will have a higher percent of the PCPI come from dividends, rental payments, and transfer payments, which includes retirement benefits.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005